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Disney executive to speak about global business

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The University of
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NEWS RELEASE

April 5, 2000

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DISNEY EXECUTIVE TO SPEAK ABOUT GLOBAL BUSINESS

MISSOULA-

International companies must coordinate their brand images across multiple product lines, countries, advertising campaigns and licensing and retail partners. It can be a complicated task, and few know that better than the Walt Disney Company.

Disney's senior vice president of Global Brand Development, Dexter Fodor, will discuss "Global Brand Challenges in the Year 2000" at The University of Montana.

Presentations are scheduled for 9:40 to 11 a.m. and 12:40 to 2 p.m. Thursday, April 6, in Gallagher Building Room 106.

Fedor, former creative director of the Hal Riney Advertising Agency in San Francisco, also will offer strategical advice to those seeking careers in advertising, marketing and management.

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Disney.rl